

**COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY
COMMUNITY ACTION BOARD (CAB)
1255 Imperial Avenue, San Diego, CA 92101
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CAB Meeting Minutes: November 9, 2011

CALL TO ORDER

CAB Member Denise Reed called the meeting to order at 5:40 p.m.

ROLL CALL

- Present: Denise Reed, Ann Durham, Nelson Leone, Paul Moose, Sonia Ruiz, Adriana Paulson, Jeannine Nash, Filipa Rios; Keith Stevenson, Jasmin Kirkland and Margie de Ruyter
- Excused: Rebecca Baez, Ana Briones-Espinoza and Scott Suckow
- Absent: Awichu Akwanya
- Staff: Sylvia Melena, Juana S. Duenas and Corinne M. Rodriguez
- In the absence of Ana Briones-Espinoza, meeting was chaired by Denise Reed.

ACCEPTANCE OF AGENDA

- Jasmin Kirkland motioned to approve the October 14, 2011 agenda. Margie De Ruyter seconded the motion. The agenda was unanimously accepted.
- Margie De Ruyter motioned to approve the November 9, 2011 agenda. Keith Stevenson seconded the motion. The agenda was unanimously accepted.

APPROVAL OF MINUTES

- Adriana Paulson motioned to approve the September 16, 2011 minutes. Margie De Ruyter seconded the motion. The minutes were unanimously approved.
- Adriana Paulson motioned to approve the October 14, 2011 minutes. Margie De Ruyter seconded the motion. Sonia Ruiz abstained. The minutes were unanimously approved.

CAP PROGRAM DIRECTOR'S REPORT – Sylvia Melena, Assistant Deputy Director, Health and Human Services Agency, Strategic Planning & Operational Support

- Sylvia Melena provided a copy of the 2010-2011 *Live Well, San Diego! Building Better Health annual report*. *Live Well San Diego!* is the overarching strategy to achieve the County's vision of healthy, safe, and thriving communities. The report contains highlights and accomplishments that demonstrate the excellent work and partnerships going on across San Diego communities.
- HHSA was competitively awarded a \$900,000 SNAP (CalFresh) Participation Grant from the United States Department of Agriculture, Federal Nutrition Service (FNS). The grant will help HHSA implement technology improvements that will help improve CalFresh access and service delivery. HHSA was also awarded a \$700,000 FNS grant to fund CalFresh nutrition education efforts (\$350,000 was awarded to Public Health and another \$350,000 to the County Welfare Department).

HHSA is in the beginning stages of the planning process. These two grants are a part of the *Live Well, San Diego!: Building Better Health* strategy.

MEDIA/OUTREACH AD HOC COMMITTEE

- The AD HOC Committee, which is comprised of Ana Briones-Espinoza (Chair), Denise Reed, and Jeannine Nash, did not have a report.
- Juana Duenas provided an update on CAP staff efforts to recruit for vacancies. All Media ads/placements must be pre-approved by County media prior to placement. In an effort to address the CAB vacancies, CAP placed some newspaper ads. Advertising language has been approved by media. An advertisement has been placed in The North County Times. This ad includes 20,000 impressions in Yahoo. Another free ad has been published for a month in the Alpine Community Network.
- CAB discussed and came up with the following proposal and timeline for an outreach plan:

Due Dates	Outreach Plan	Lead Person
November 10, 2011	E-mail blurb will be sent to CAB members for e-blast to respective lists	CAP Staff
December 31, 2011	Face Book	Sonia Ruiz
December 31, 2011	www.lawyersclubsandiego.com	Ann Durham
December 31, 2011	Research 2-1-1 CAB outreach potential	CAP Staff
December 31, 2011	Twitter	Sonia Ruiz
December 31, 2011	Follow Up with Legislative Staff for recruitment in their respective districts	CAP Staff

- Margie De Ruyter motioned to present the Outreach Plan to HHSA for review and approval. Jasmin Kirkland seconded the motion. The motion was approved unanimously. CAP staff will submit for approval and provide an update at the next CAB meeting.

ACTION ITEM: APPROVAL OF REVISED CAB BY-LAWS— Juana Duenas, CAP Program Manager, Health and Human Services Agency, Strategic Planning & Operational Support

- Ms. Duenas presented the revised CAB By-laws to the CAB for approval. Nelson Leon motioned to approve the revised CAB By-laws. Jasmin Kirkland seconded the motion. The revised CAB By-laws were unanimously approved.

ACTION ITEM: CAB BY-LAWS BOARD LETTER – Juana Duenas, CAP Program Manager, Health and Human Services Agency, Strategic Planning & Operational Support

- Ms. Duenas presented the Board Letter for the revised CAB By-laws for approval. Nelson Leon motioned to approve the Board Letter. Jasmin Kirkland seconded the motion. The Board Letter was unanimously approved.

DISCUSSION ITEM: CAB VACANCIES - Juana Duenas, CAP Program Manager, Health and Human Services Agency, Strategic Planning & Operational Support

- CAB vacancies have been the only State finding during the last few audits. The State requires that CAP provides a monthly report on CAB vacancies. The report is prepared by CAP staff and signed by Sylvia Melena.
- Ann Durham's appointment confirmation is pending Board of Supervisors' final confirmation.

CSBG PROGRAM FUNDING REDUCTION PLAN - Juana Duenas, CAP Program Manager, Health and Human Services Agency, Strategic Planning & Operational Support

- Ms. Duenas handed out a spreadsheet displaying two funding cut scenarios, in preparation for potential funding reductions for 2012. CAB members discussed the funding scenarios.
- Jasmin Kirkland moved for the CAB discuss the Contingency Plan for CSBG potential cuts and vote on the two funding scenarios at the December 7, 2011 CAB meeting. Margie Ruyter seconded the motion. The motion was unanimously approved.

PUBLIC COMMENT

No public comment.

CAB CHAIRS REPORT

No report. CAB Chair was absent.

REGIONAL REPORTS

- Margie de Ruyter announced that the Youth Workforce Development RFP was released. The start date for the program is July 1, 2012. The Adult One-Stop RFP was posted today.
- Jeannine Nash announced Dinner at San Diego County - Aging and Independent Services to provide information about the senior Fix-It Program presentation on December 16, 2011

ADJOURNMENT

- Nelson Leone motioned to adjourn meeting at 7:37 p.m. Filipa Rios approved motion. Motion unanimously approved.

MINUTES APPROVED BY: Denise Reed (Secretary)

Signature

Date

NEXT MEETING

- December 7, 2011, 5:00 p.m.